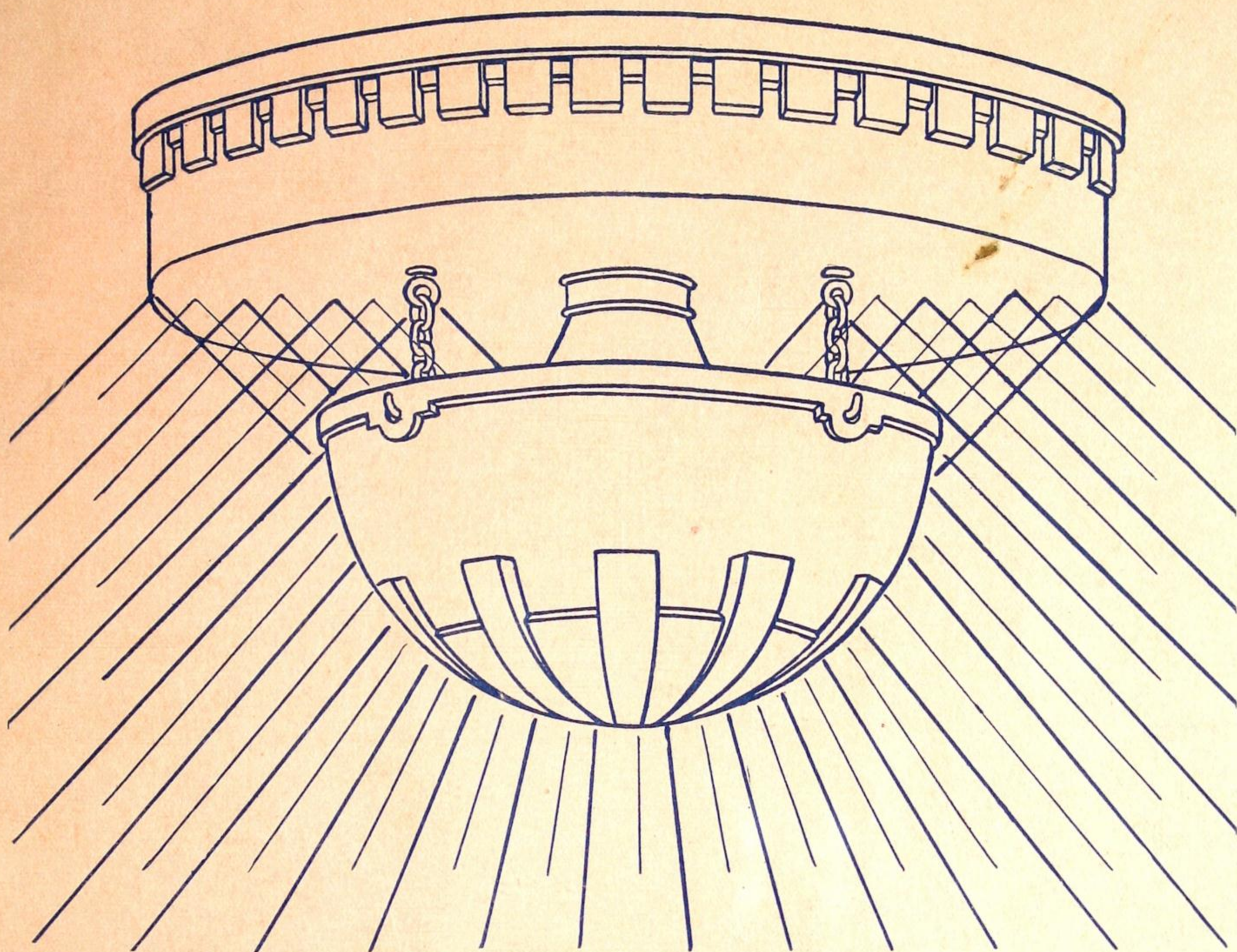




Library of The
Saturday
Afternoon Club



SEMI-INDIRECT LIGHTING

#723
6.23.81
Jm

With a New Unit Practical for Any Purpose;
That is More Efficient than Any Other Lighting Unit on the Market.

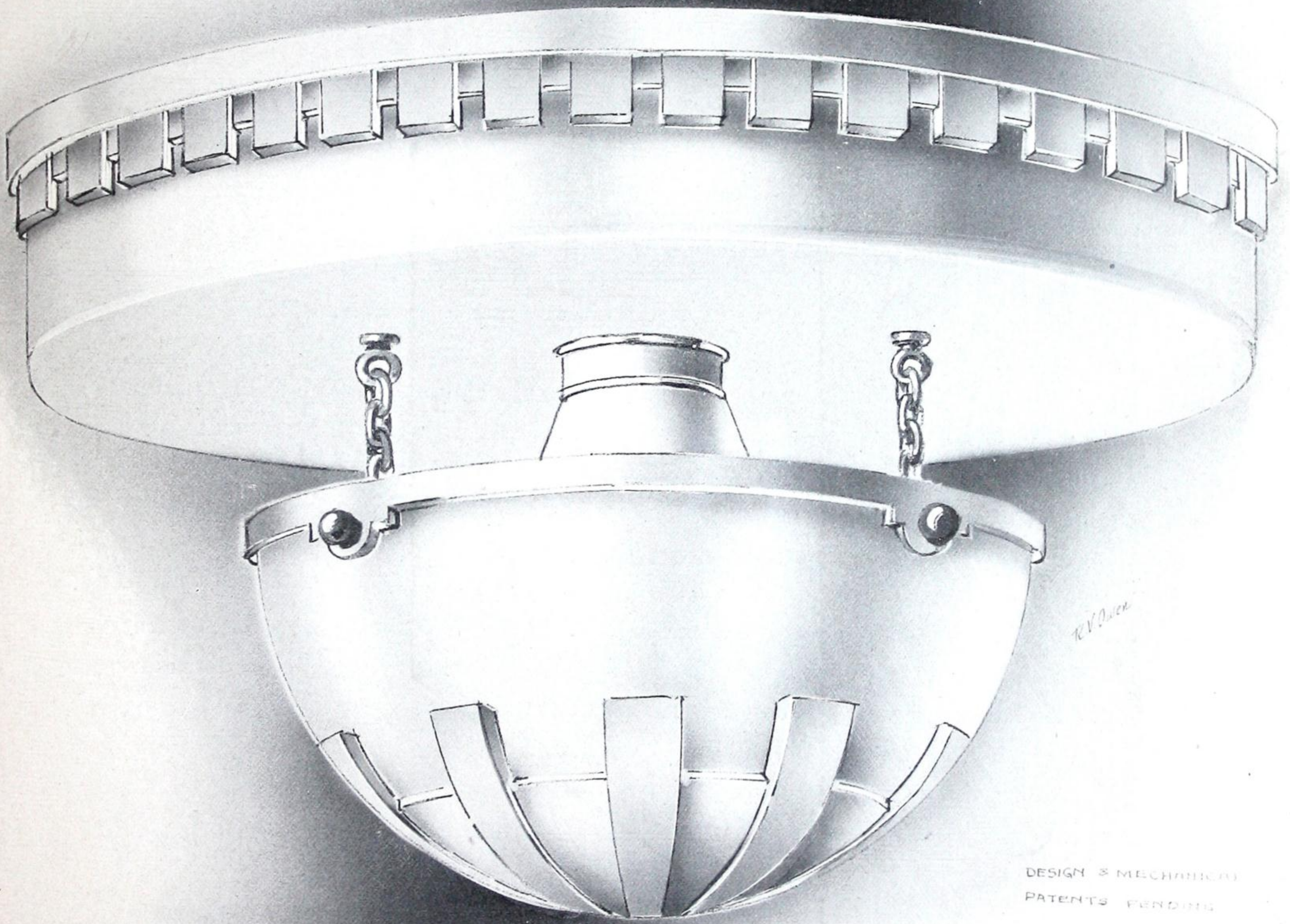
THE LUMINOUS UNIT CO.

St. Louis, Mo.

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CCA



BRASCOLITE

TYPE A.

DESIGN & MECHANICAL
PATENTS PENDING

Brascolite "Luminous Unit"

PRICES OF TYPE "A"

60 or 100 Watt Size	12-inch Reflector	List \$ 6.00 each
150 Watt Size	14-inch Reflector	List 7.50 each
250 Watt Size	18-inch Reflector	List 11.00 each
400 or 500 Watt Size	22-inch Reflector	List 21.00 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete (except the incandescent lamp,) packed in jute cartons, F. O. B. St. Louis.

* The Unit is made practically entirely of glass; there will be no deterioration; there is no possibility of electric short circuit or ground; it will not tarnish. The principle object in planing the Fixture was to diffuse the light rays, illuminate all glary light, to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp. The Reflector is made of dense white opal glass, depolished on the outside; the bowl is made of Alba glass. The three aluminum chains have a hook on the lower end. The special malleable iron tripod makes it possible to attach the Unit to any electric outlet provided in any building.

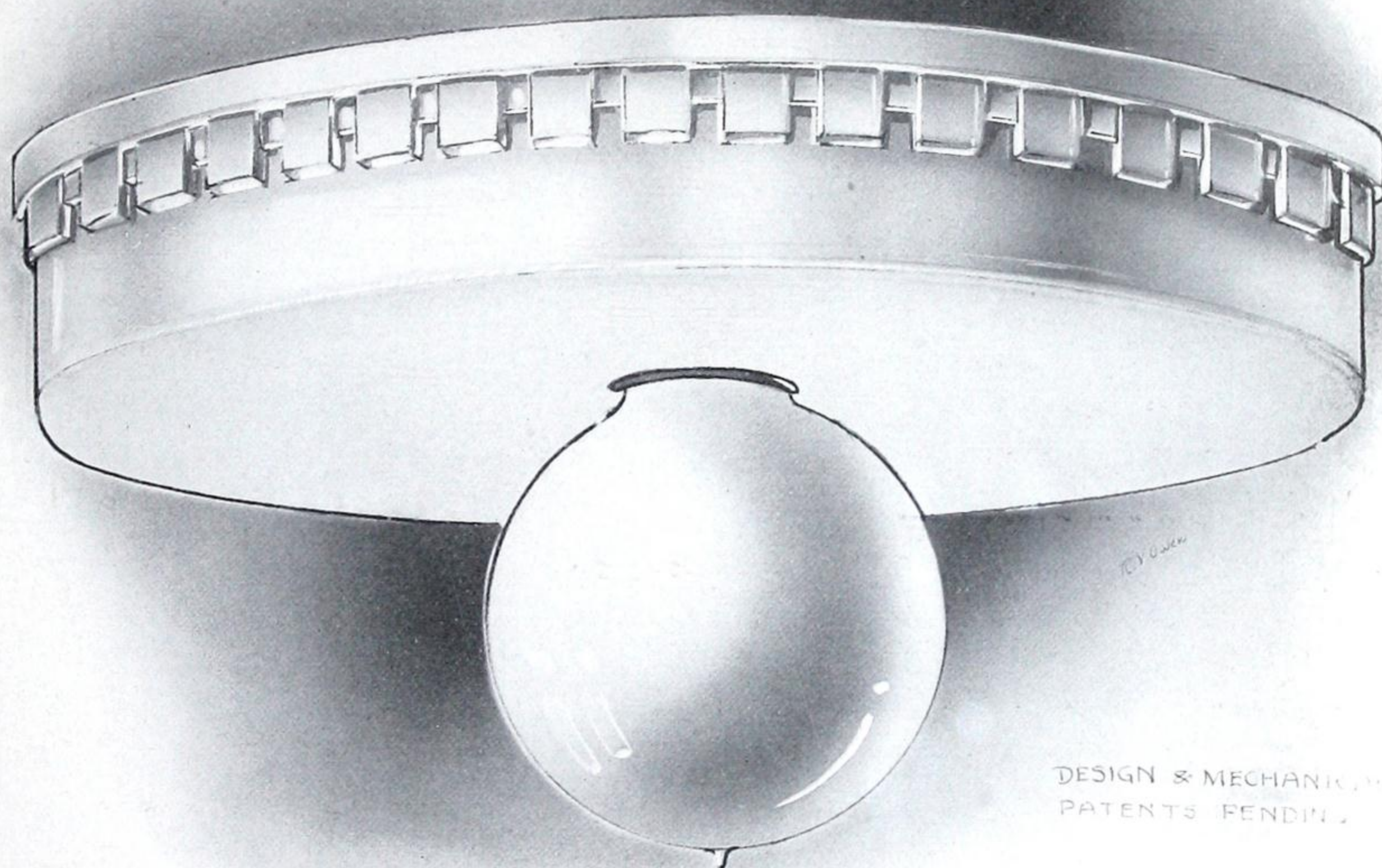
This Type is suitable for office buildings, schools, salesrooms, hotels, and wherever good general illumination is necessary. It has been pronounced by competent illuminating engineers, the most Practical and Efficient Lighting Unit on the market. A photometric test made with the 150 Watt Unit 10 feet high in a 14-foot spacing on a 30-inch plane gives 3 5-10 average foot candles.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



DESIGN & MECHANICAL
PATENTS PENDING

BRASCOLITE

TYPE B.

Brascolite "Reflector Unit"

PRICES OF TYPE "B"

8-inch Reflector	List \$ 2.50 each
12-inch Reflector	List 4.00 each
14-inch Reflector	List 5.00 each
18-inch Reflector	List 7.50 each
22-inch Reflector	List 16.00 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete (except incandescent lamp,) packed in a jute carton, F. O. B. St. Louis.

The Unit is made practically entirely of glass; there will be no deterioration and it will not tarnish. There is no possibility of electric short circuit or ground.

The Reflector is dense white opal, depolished on the outside. The special malleable iron tripod makes it possible to attach the Unit to any electric outlet provided in any building.

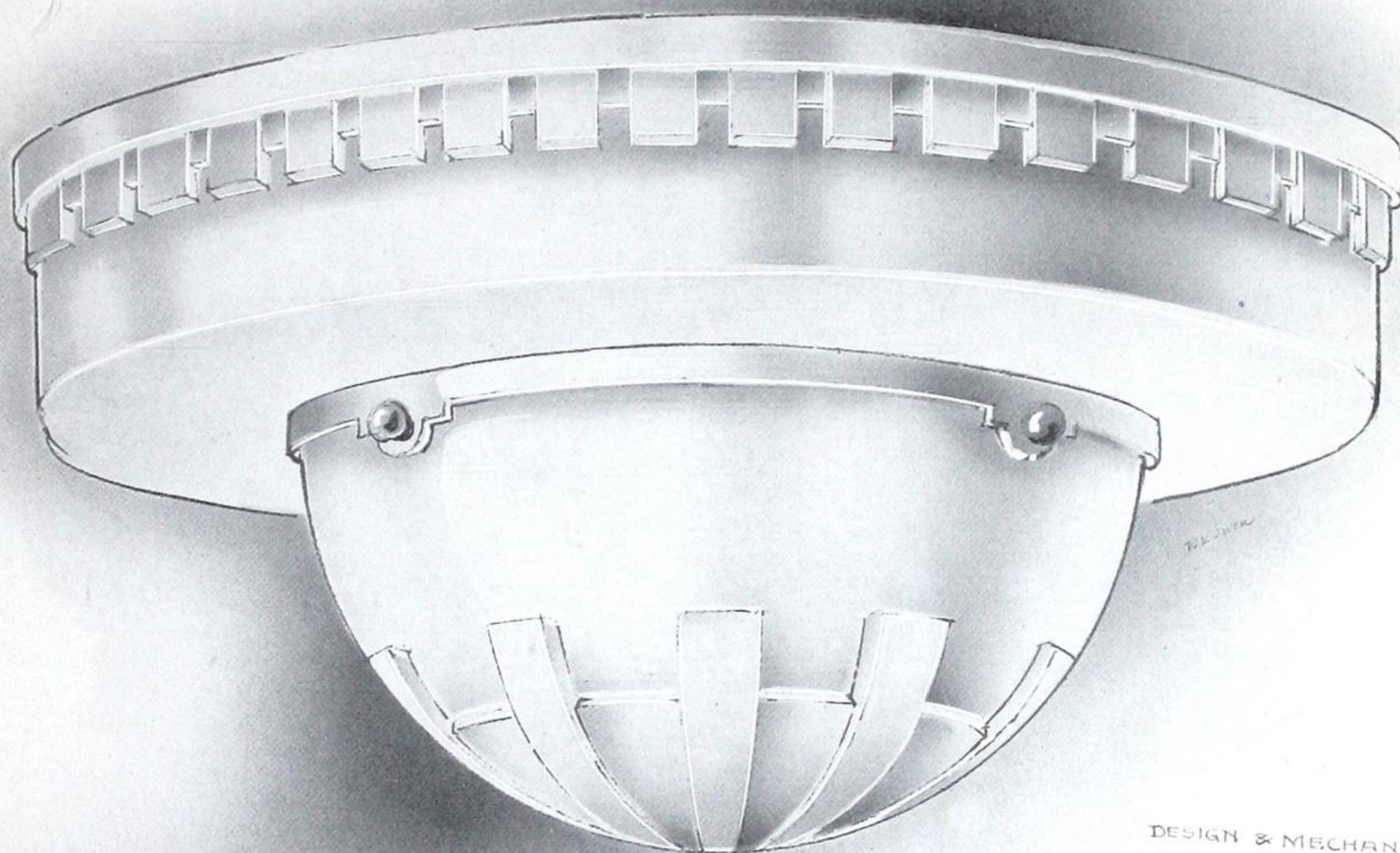
This Type is ideal for lighting hotel, railway cars and office building corridors, with a 40 or 60 Watt lamp. With a frosted lamp, it is an excellent Lighting Unit for any purpose where extensive distribution is necessary. It is more efficient and less troublesome than fixtures requiring ball globes or shades.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



DESIGN & MECHANICAL
PATENTS PENDING

BRASCOLITE

TYPE C.

Brascolite "Luminous Unit"

PRICES OF TYPE "C"

40 Watt Size	12-inch Reflector	8-inch Bowl	List \$ 6.50 each
60 Watt Size	12-inch Reflector	10-inch Bowl	List 7.50 each
100 Watt Size	14-inch Reflector	12-inch Bowl	List 10.00 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete (except the incandescent lamp,) packed in jute cartons, F. O. B. St. Louis.

The Unit is made practically entirely of glass; there will be no deterioration; there is no possibility of electric short circuit or ground; it will not tarnish. The principle object in planning the Fixture was to avoid dust catching places and germ breeding materials, also to diffuse the light rays and illiminate all glary light.

The Reflector is made of dense white opal glass, depolished on the outside; the bowl is made of Alba glass. The special malleable iron tripod makes it possible to attach the Unit to any electric outlet provided in any building. The method of replacing the incandescent lamp is very simple and safe.

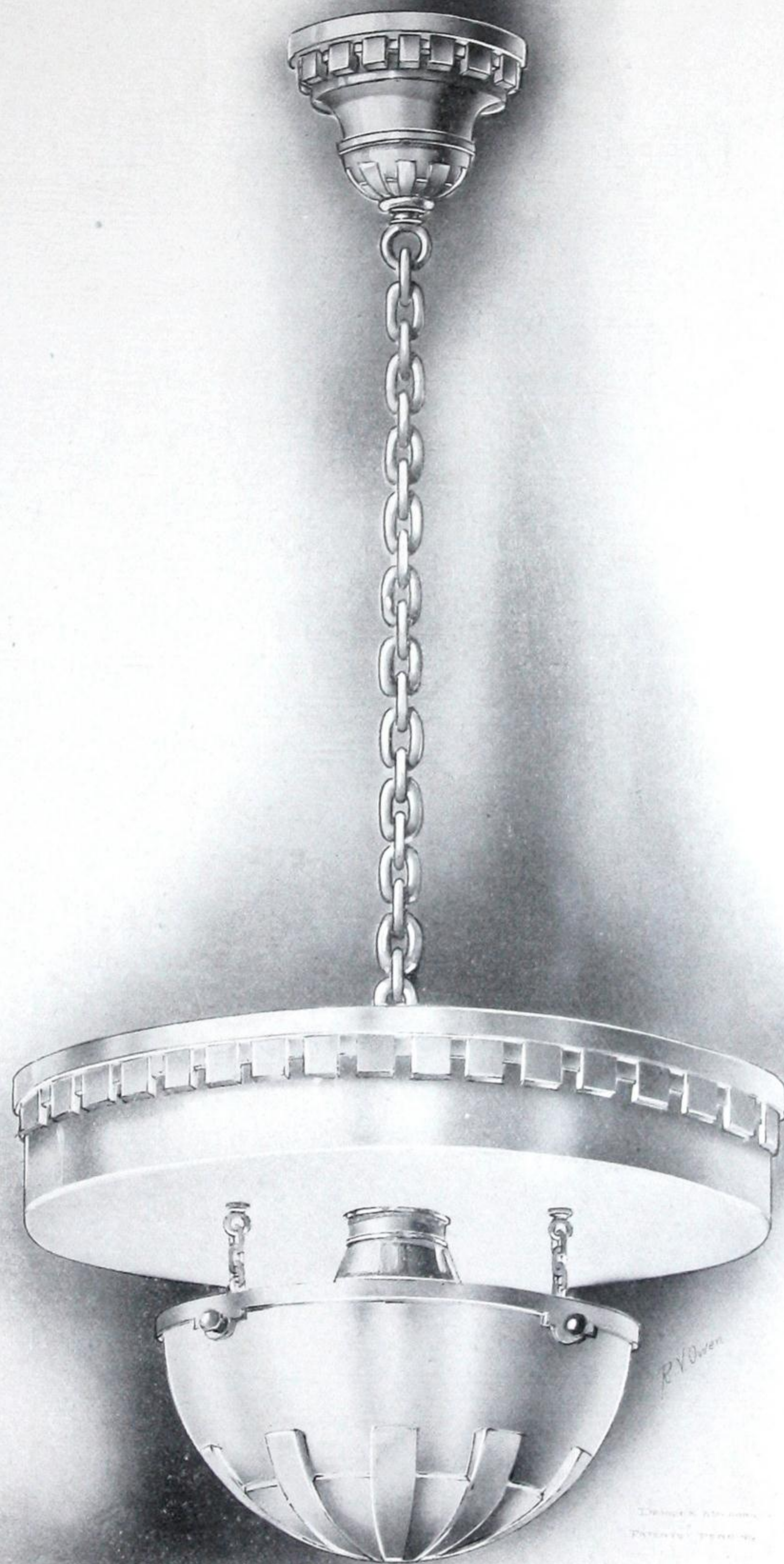
This Type is the best for hospitals—is also practical, durable and efficient for railway cars, vestibules, etc.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



BRASCOLITE

1 TYPE D.

Brascolite "Luminous Unit"

PRICES OF TYPE "D"

60 or 100 Watt Size	12-inch Reflector	List \$ 8.80 each	Length 4 feet Overall
150 Watt Size	14-inch Reflector	List 10.30 each	Length 4 feet Overall
250 Watt Size	18-inch Reflector	List 15.00 each	Length 4 feet Overall
400 or 500 Watt Size	22-inch Reflector	List 25.00 each	Length 4 feet Overall

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete wired with tripod (except the incandescent lamp), packed in jute cartons, F. O. B. St. Louis.

This Unit is the same in all respects as Type "A" with the addition of the chain stem. It is the very best Lighting Unit on the market for high ceilings. The bottom of the Fixture should be from 8 to 10 feet above the floor, except where ceilings are very high. Small units should hang lower than the large ones. The principle object in planning the Fixture was to diffuse the light rays, illuminate all glary light, and to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp. The reflector is made of dense white opal glass, depolished on the outside; the bowl is made of Alba glass. The three aluminum chains have a hook on the lower end. This Type is suitable for schools, salesrooms, hotels and wherever good general illumination is necessary. A photometric test made with the 150 Watt Unit 10 feet high in a 14-foot spacing on a 30-inch plane gives 3 5-10 average foot candles.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



BRASCOLITE

TYPE E.

Brascolite "Luminous Unit"

PRICES OF TYPE "E"

60 or 100 Watt Size	12-inch Reflector	List \$12.60 each	Length 4 feet Overall
150 Watt Size	14-inch Reflector	List 14.10 each	Length 4 feet Overall
250 Watt Size	18-inch Reflector	List 19.20 each	Length 4 feet Overall
400 or 500 Watt Size	22-inch Reflector	List 29.20 each	Length 4 feet Overall

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete wired with tripod (except the incandescent lamp,) packed in jute cartons, F. O. B. St. Louis.

This Unit is the same in all respects as Type "A" with the addition of the chain stem. It is the very best Lighting Unit on the market for high ceilings. The bottom of the Fixture should be from 8 to 10 feet (except where ceilings are very high) above the floor. Small units should hang lower than the large ones. The principle object in planning the Fixture was to diffuse the light rays, illuminate all glary light, and to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp.

The Reflector is made of dense white opal glass, depolished on the outside; the bowl is made of Alba glass. The three aluminum chains have a hook on the lower end.

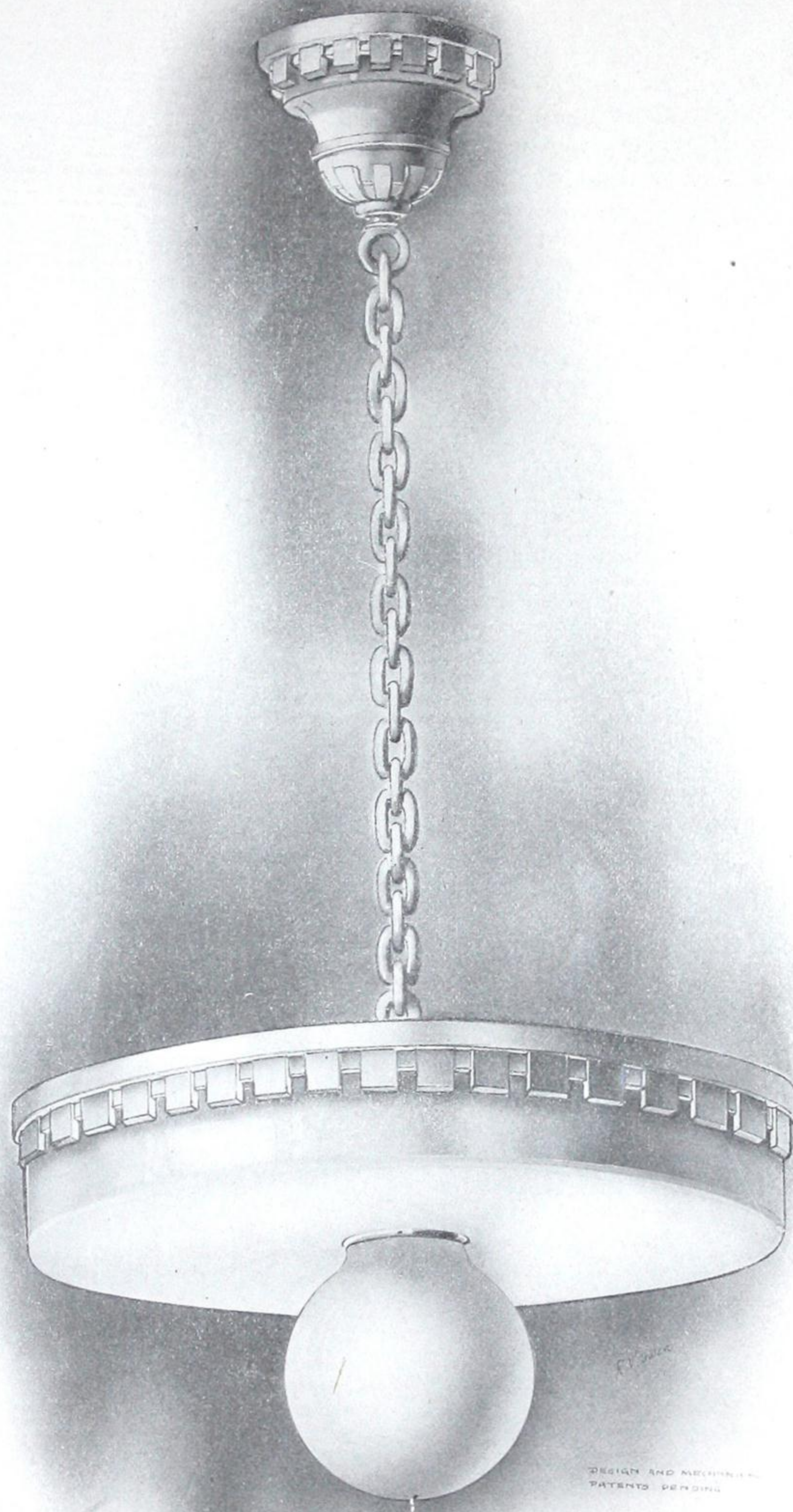
This Type is suitable for schools, salesrooms, hotels, and wherever good general illumination is necessary. A photometric test made with the 150 Watt Unit 10 feet high in a 14-foot spacing on a 30-inch plane gives 3 5-10 average foot candles.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



BRASCOLITE

TYPE F.

Brascolite "Reflector Unit"

PRICES OF TYPE "F"

12-inch Reflector	List \$ 6.80 each
14-inch Reflector	List 7.80 each
18-inch Reflector	List 11.50 each
22-inch Reflector	List 20.00 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete wired with tripod (except the incandescent lamp,) packed in a jute carton, F. O. B. St. Louis.

This Unit is the same in all respects as Type "B" with the addition of the chain stem.

The Reflector is dense white opal, depolished on the outside.

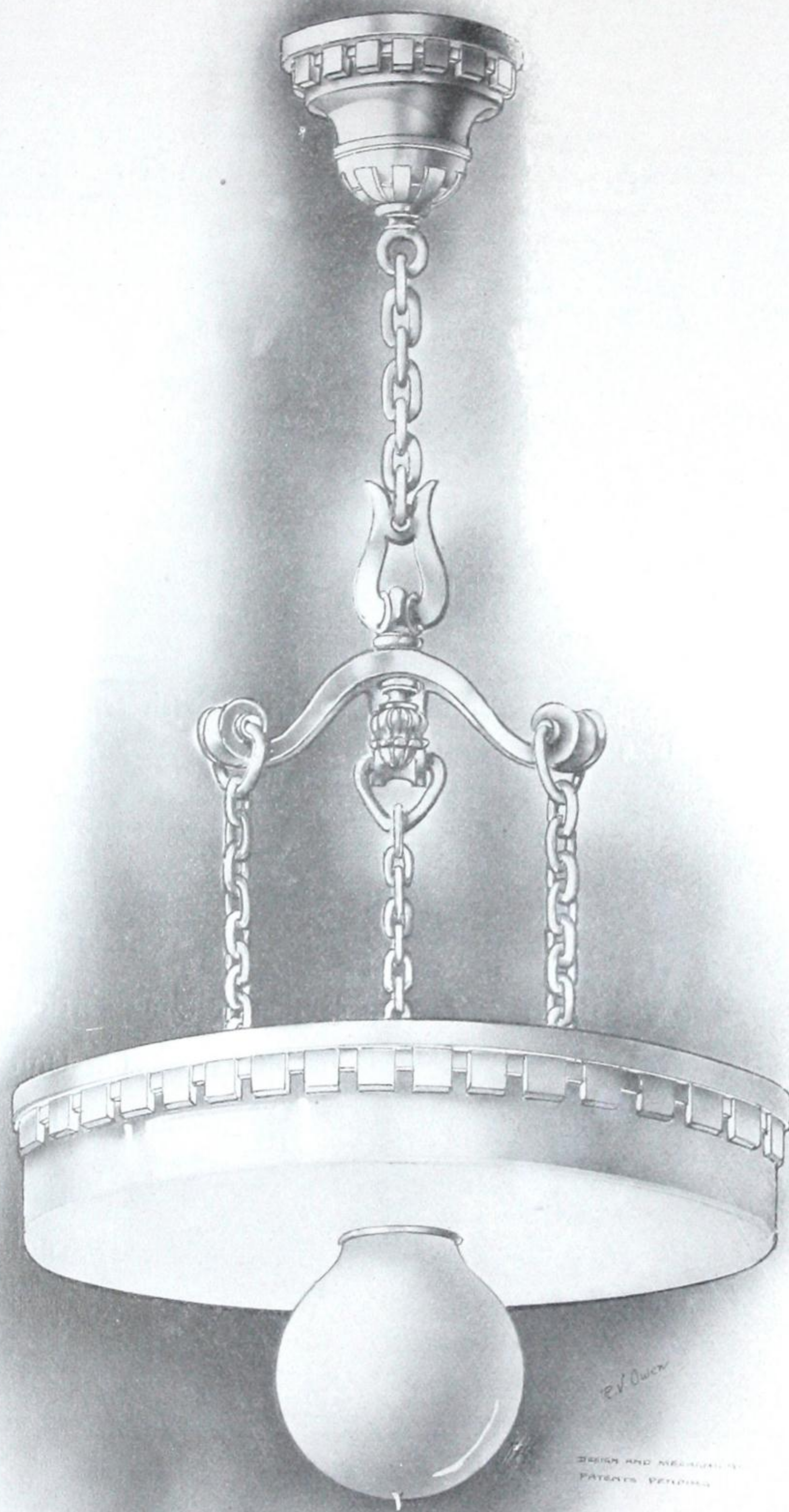
This Type is ideal for lighting hotel and office building corridors with a 40 or 60 Watt lamp. With a frosted lamp, it is an excellent Lighting Unit for any purpose where extensive distribution is necessary. It is more efficient and less troublesome than fixtures requiring ball globes or shades.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



BRASCOLITE

TYPE G.

Brascolite "Reflector Unit"

PRICES OF TYPE "G"

12-inch Reflector List \$10.60 each

14-inch Reflector List 11.60 each

18-inch Reflector List 15.70 each

22-inch Reflector List 24.20 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete, wired with tripod (except the incandescent lamp), packed in a jute carton, F. O. B. St. Louis.

This Unit is the same in all respects as Type "B" with the addition of the chain stem.

The Reflector is dense white opal, depolished on the outside.

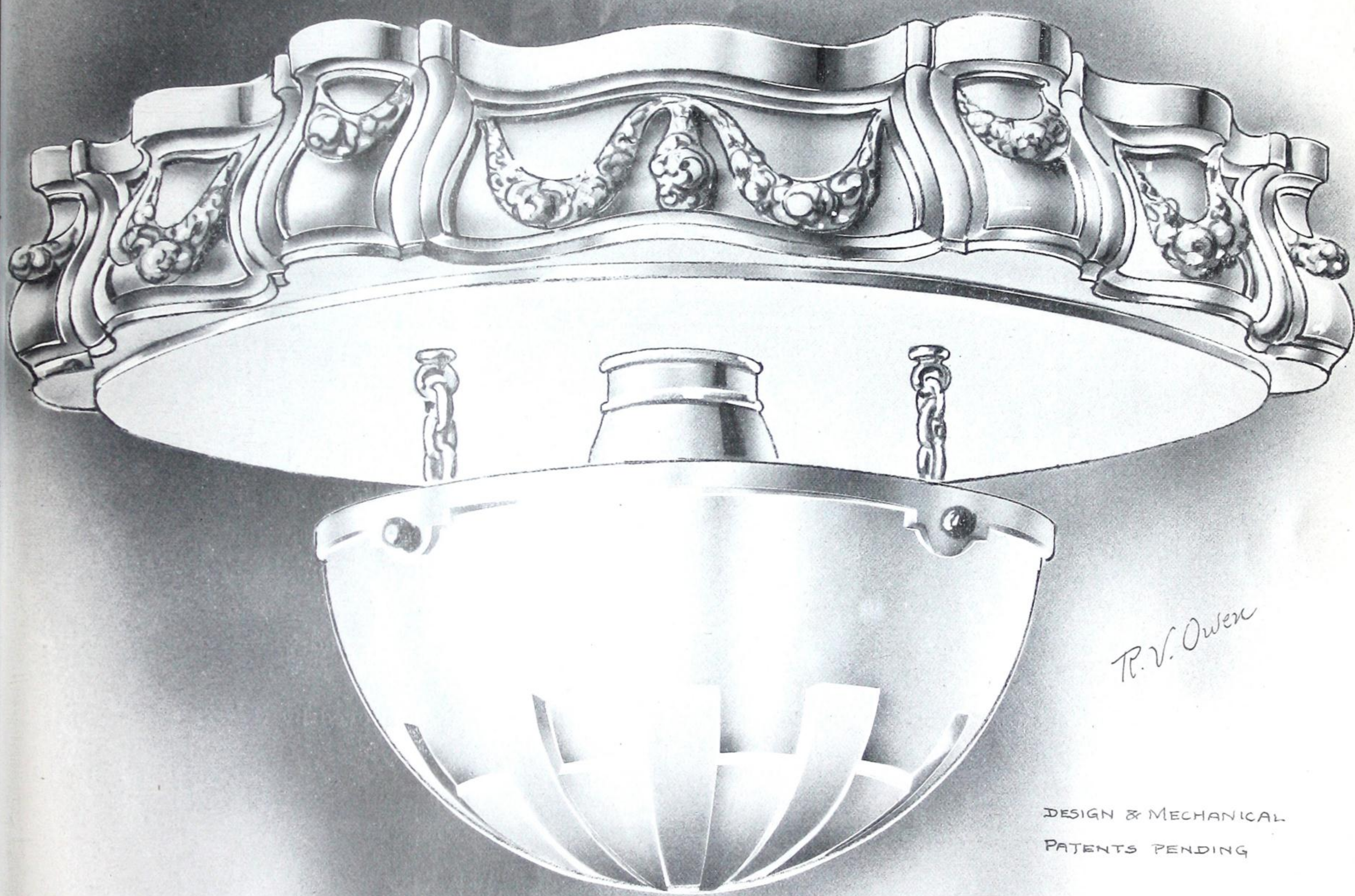
This Type is ideal for lighting hotel and office building corridors with a 40 or 60 Watt lamp. With a frosted lamp, it is an excellent Lighting Unit for any purpose where extensive distribution is necessary. It is more efficient and less troublesome than fixtures requiring ball globes or shades.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Ave.

ST. LOUIS, MO.



BRASCOLITE

TYPE H.

Brascolite "Luminous Unit"

PRICES OF TYPE "H"

60 or 100 Watt Size	14-inch Reflector	List \$ 8.00 each
150 Watt Size	14-inch Reflector	List 8.50 each
250 Watt Size	18-inch Reflector	List 12.00 each
400 or 500 Watt Size	24-inch Reflector	List 18.00 each

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete (except the incandescent lamp), packed in jute cartons, F. O. B. St. Louis.

The Unit is made of glass and Compo, there is no possibility of electric short circuit or ground; it will not tarnish. The principle object in planning the Fixture was to diffuse the light rays, illuminate all glary light, and to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp.

The Reflector is finished Rose Gold on the outside, and white—depolished on the bottom. It will retain its reflecting qualities permanently. The bowl is made of Alba glass. The three aluminum chains have a hook on the lower end. The special malleable iron tripod makes it possible to attach the Unit to any electric outlet provided in any building.

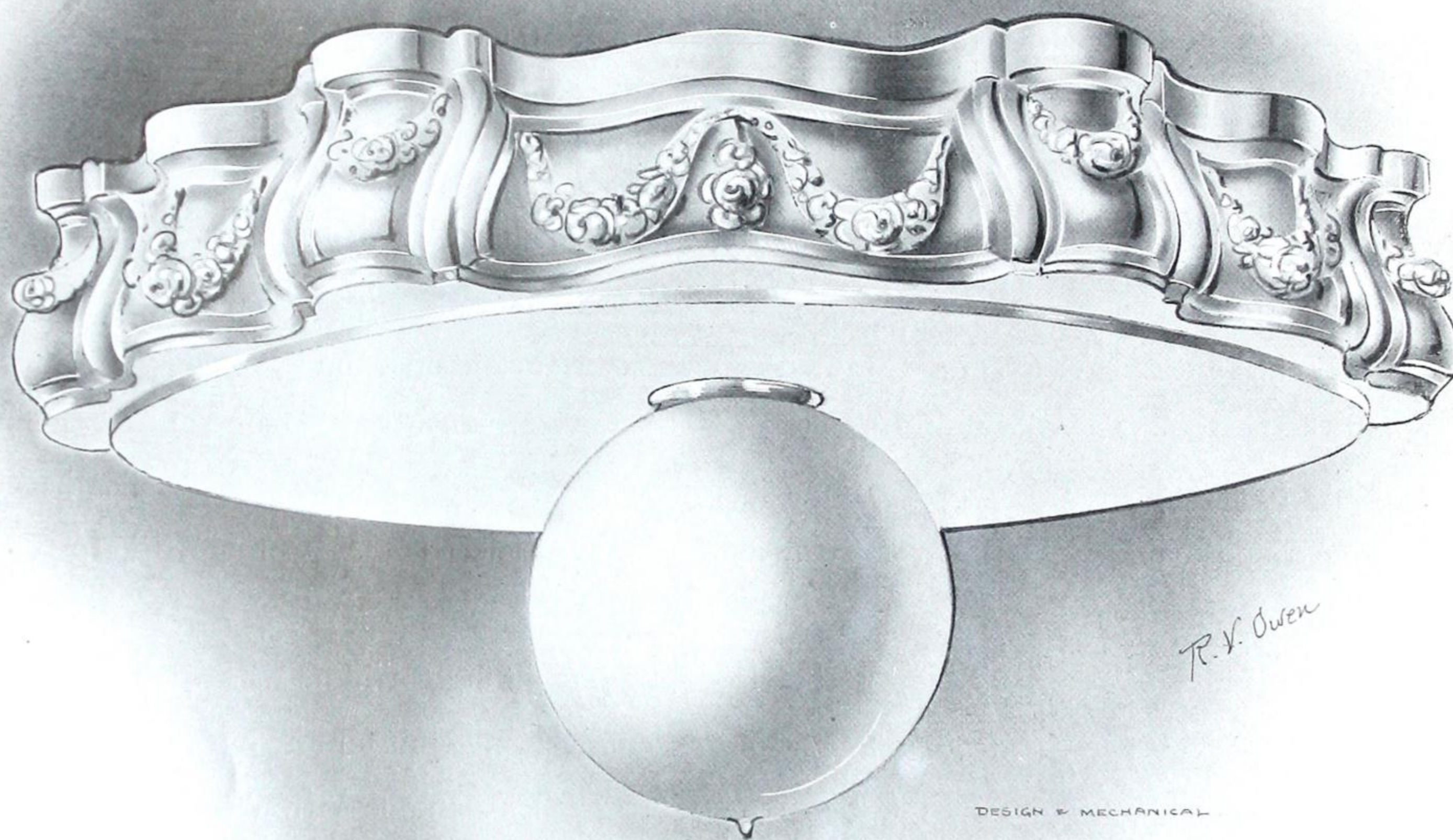
This Type is suitable wherever good general illumination is necessary and where more ornamental detail is desired than Type "A".

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



DESIGN & MECHANICAL
PATENTS PENDING

BRASCOLITE.

TYPE I.

Brascolite "Reflector Unit"

PRICES OF TYPE "I"

14-inch Reflector List \$ 6.00 each

18-inch Reflector List 8.50 each

24-inch Reflector List 13.00 each

PACKAGE CHARGES INCLUDED

These prices are for Fixture complete (except the incandescent lamp,) packed in a jute carton, F. O. B. St. Louis.

The Unit is made of compo finished Rose Gold on the outside, and white, depolished on the bottom. It will retain its reflecting qualities permanently. There is no possibility of electric short circuit or ground and it will not tarnish. The special malleable iron tripod makes it possible to attach the Unit to any electric outlet provided in any building.

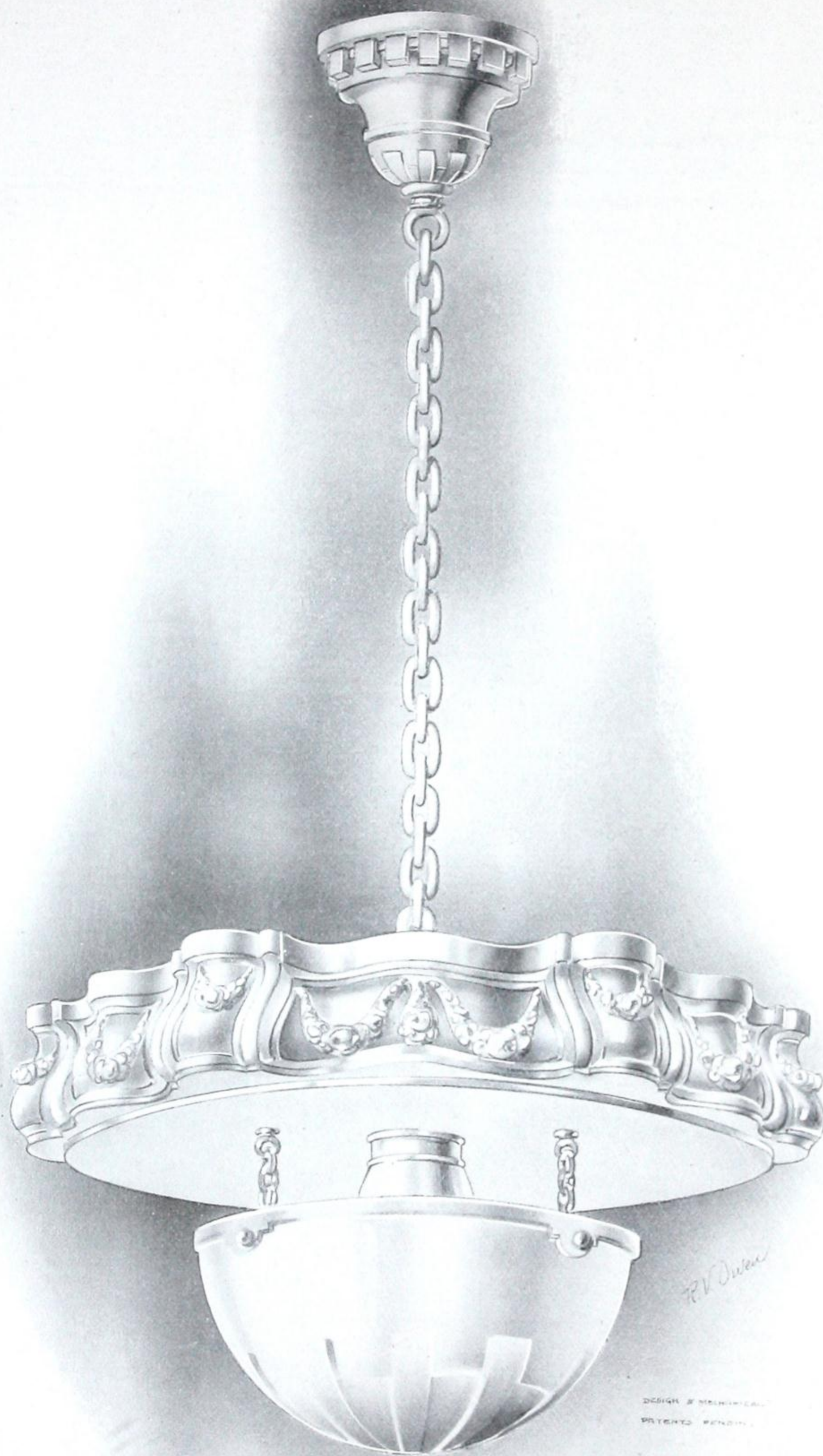
This Type is ideal for lighting hotel and office building corridors with a 40 or 60 Watt lamp. With a frosted lamp, it is an excellent Lighting Unit for any purpose where extensive distribution is necessary. It is more efficient and less troublesome than fixtures requiring ball globes or shades.

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THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



BRASCOLITE

TYPE J.

Brascolite "Luminous Unit"

PRICES OF TYPE "J"

60 or 100 Watt Size	14-inch Reflector	List \$10.80 each	Length 4 feet Overall
150 Watt Size	14-inch Reflector	List 11.30 each	Length 4 feet Overall
250 Watt Size	18-inch Reflector	List 16.00 each	Length 4 feet Overall
400 or 500 Watt Size	24-inch Reflector	List 22.00 each	Length 4 feet Overall

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete wired with tripod (except the incandescent lamp), packed in jute cartons, F. O. B. St. Louis.

The Unit is made of glass and compo like Type "H" with the addition of the chain stem. The bottom of the Fixture should hang from 8 to 10 feet above the floor (except where ceilings are very high.) Small Units should hang lower than the large ones. The principle object in planning the Fixture was to diffuse the light rays, illuminate all glary light, and to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp.

The Reflector is finished Rose Gold on the outside, and white—depolished on the bottom. It will retain its reflecting qualities permanently. The bowl is made of Alba glass. The three aluminum chains have a hook on the lower end.

This Type is suitable wherever good general illumination is necessary.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



DESIGN & MECHANICAL
PATENT PENDING

BRASCOLITE

TYPE K.

Brascolite "Luminous Unit"

PRICES OF TYPE "K"

60 or 100 Watt Size	14-inch Reflector	List \$14.60 each	Length 4 feet Overall
150 Watt Size	14-inch Reflector	List 15.10 each	Length 4 feet Overall
250 Watt Size	18-inch Reflector	List 20.20 each	Length 4 feet Overall
400 or 500 Watt Size	24-inch Reflector	List 26.20 each	Length 4 feet Overall

PACKAGE CHARGES INCLUDED

These prices are for the Fixture complete, wired with tripod (except the incandescent lamp), packed in jute cartons, F. O. B. St. Louis.

The Unit is made of glass and compo like Type "H" with the addition of the chain stem. The bottom of the Fixture should hang from 8 to 10 feet above the floor (except where ceilings are very high.) Small Units should hang lower than the large ones. The principle object in planning the Fixture was to diffuse the light rays, illiminate all glary light, and to direct the light rays to the proper working plane and still retain the maximum candle power of the incandescent lamp.

The Reflector is finished Rose Gold on the outside, and white—depolished on the bottom. It will retain its reflecting qualities permanently. The bowl is made of Alba glass. The three aluminum chains have a hook on the lower end.

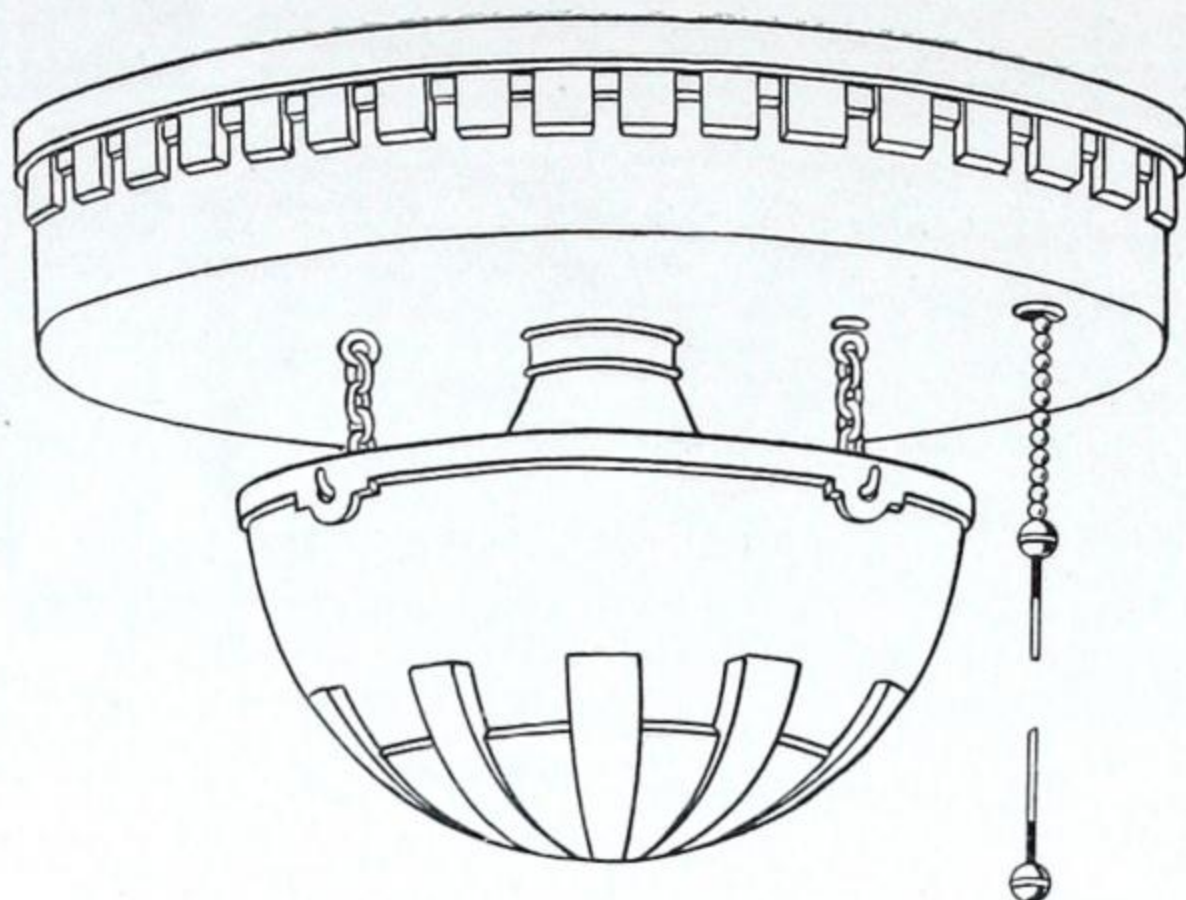
This Type is suitable wherever good general illumination is necessary.

Dealers will afford competition for any installation. They are approved by the National Board of Fire Underwriters.

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



Illustrating Method of Attaching Pull Switch

Extra Length of Chain Stems { Single at 40c per foot.
 { Triple at 60c per foot.

Pull Switch with 10-foot Linen Cord, extra \$1.50 each.

SEMI-INDIRECT LIGHTING is recognized by Lighting Experts as the best principle for proper illumination. The intensity of the Tungsten (or mazda) lamp makes it necessary to protect the eyes from painful and injurious effects caused by unprotected light rays from these lamps. This Brascolite (Luminous Unit) solves the problem of efficiency and its construction makes it adaptable for universal application.

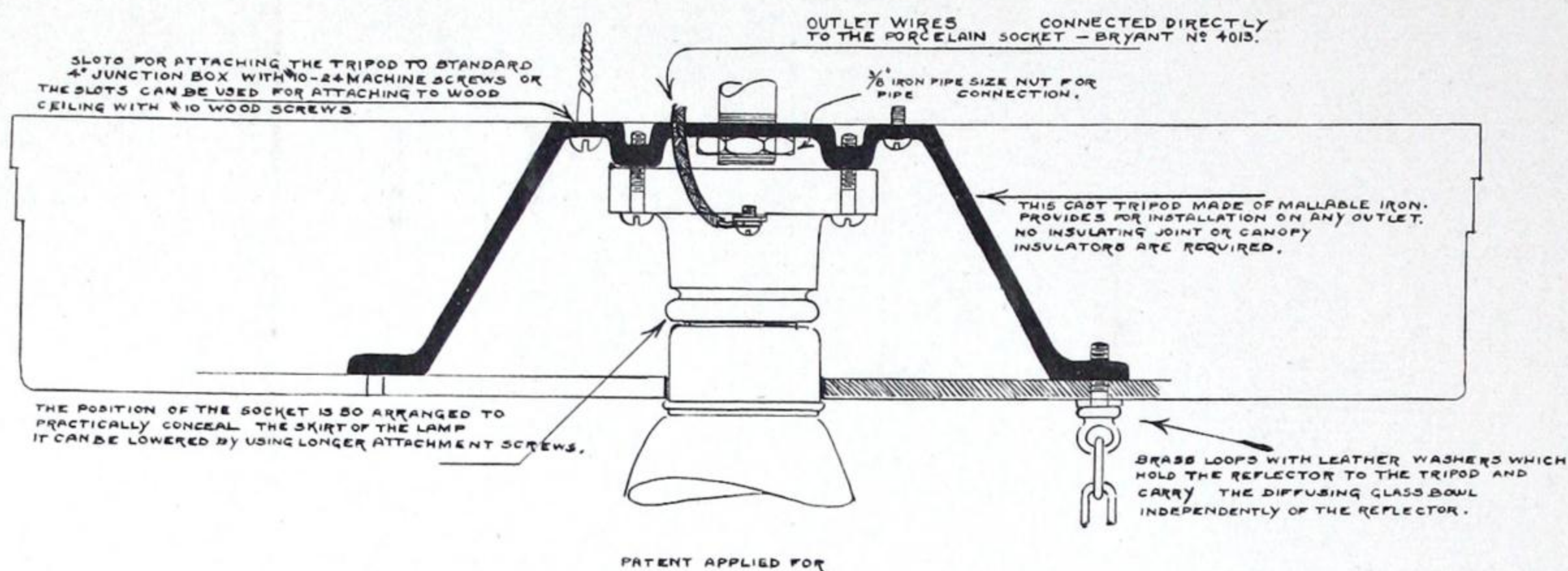
The materials used are absolutely the best obtainable. The Reflector is a special dense white glass resembling marble and is, we believe, the finest piece of work ever produced by American Glass Manufacturers. The bowl is made of Alba glass because it has the least absorption, best diffusion and Least Discoloration of light.

Tungsten light is better than Arc light for store lighting because the excess of orange rays is much preferable to the excess of violet rays, for distinguishing colors, for the healthy appearance of objects and for comfort to the eyes. Nothing is more painful to the eyes than the constant variation of lumens, unavoidable, due to the principle of the Arc lighting.

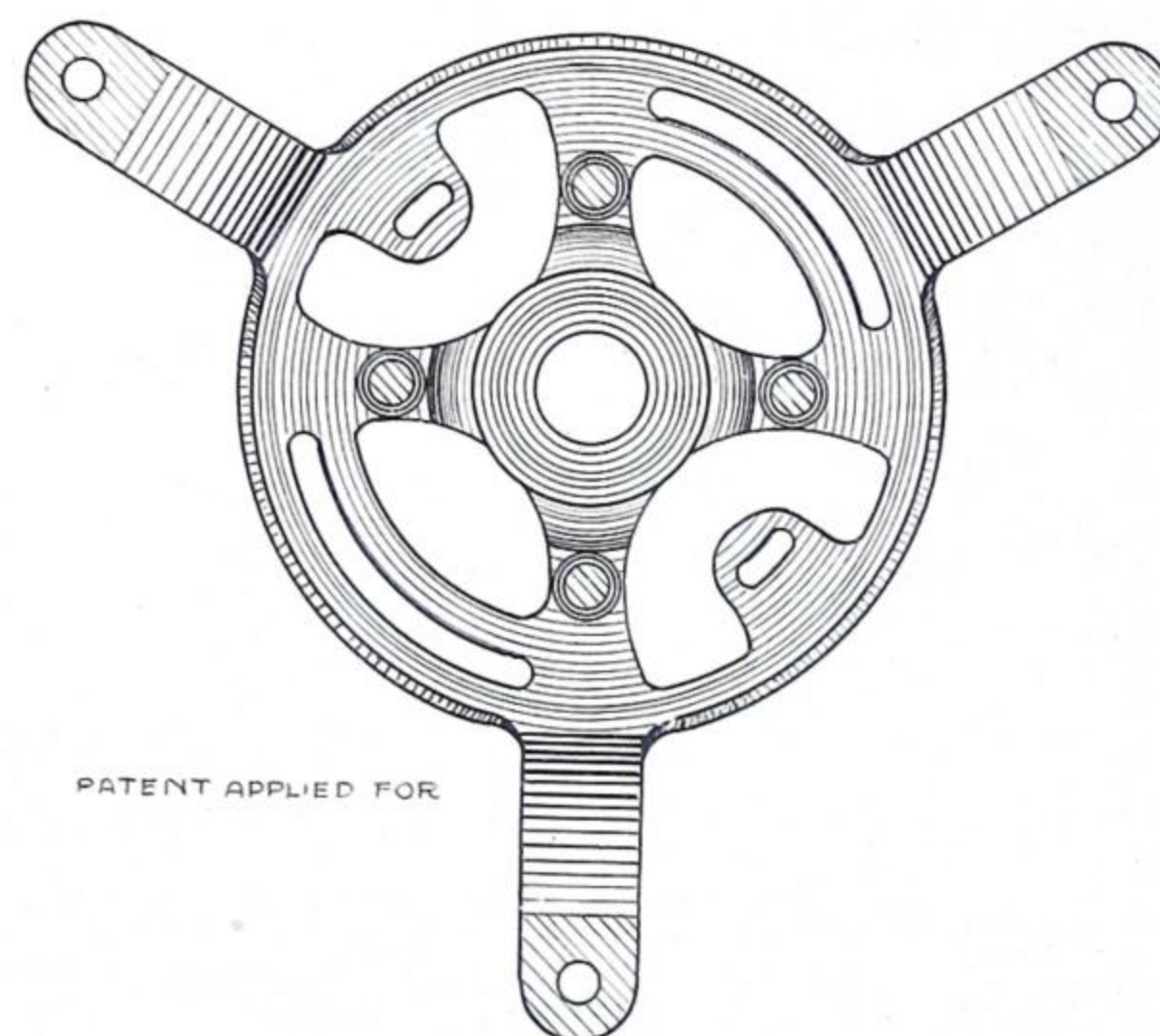
THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.



DETAIL OF THE INTERIOR CONSTRUCTION OF THE
BRASCOLITE "LUMINOUS UNIT"



TOP VIEW OF MALLABLE IRON TRIPOD
FOR UNIVERSAL APPLICATION

THE LUMINOUS UNIT COMPANY

2615 Washington Avenue

ST. LOUIS, MO.

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CCA



Mr Carl Wering

Philadelphia

929 Chestnut st

Pa

THE LUMINOUS UNIT CO.

ST. LOUIS, MO.